Saratoga Peanut Butter

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Discovery

Industry Analysis

- The peanut butter industry was worth 7.2 billion USD in 2023 and is expected to be worth 11.4 billion by 2029. The industry is expected to have a CAGR of 7.3% from 2024-2030.*

- Crunchy/chunky category is the fastest growing in terms of popularity.*

Source: Precision Business Insights*

Company Insights

Company Insights

- Small company founded by Jessica Arceri in Saratoga Springs in 2005
- 5 full time employees – 7 part time
- Brand personality – happiness and healthiness with lots of flavors

Source: yopeanut.com*

Product Offerings

Broad Cultural Context

Broad Cultural Context

- Peanut Butter grew in popularity during World War I and The Great Depression*
- 94% of American households are reported to have at least one jar in their pantry**
- Americans eat an average of 4.25 pounds of peanut butter per capita**
- Consumption of peanut butter increased over Covid Lockdown***

Source: Smithsonian Magazine* The Food Institute** CNBC***

Broad Cultural Context

- J.M. Smucker's reported peanut butter product consumption was up 7.1% during Covid*

- National Peanut Board saw a 55% increase in peanut butter recipe mentions on social and other media platforms*

Trends:

- An increase in peanut butter snacking
- Younger generations embracing PB&J
- Comfort and nostalgia association

Source: National Peanut Board*

The Challenge

- Market oversaturation
- Lack of product differentiation

Find a brand personality that captures the benefits of Saratoga Peanut Butter - giving it a niche in the market

Target Audience

Saratoga Peanut Butter Target Audience

- Ages range from 30-55
- Median to higher income
- Health conscious individuals or families
- Individuals or families looking for a variety peanut butter flavors

Competitive Analysis

Competitive Analysis

Nuttzo

Brand Archetype: Caregiver

Positioning: Healthy, wholesome and family oriented

Differentiator: "First Ever" health-focused peanut butter. Upside-down jars visually distinguish it.

"First nut butter of its kind" *

"Life is nuts, so we made Nuttzo" *

Source: nuttzo.com*

Justin's

Brand Archetype: Caregiver

Positioning: Health, simplicity, and mindfulness

Differentiator: Conservation, and environmentally sustainable packaging. The desire to make a positive difference.

"Because, why not"*

Source: justins.com*

Nerdy Nuts

Brand Archetype: Jester

Positioning: Fun, creative and silly

Differentiator: Diverse flavor offerings, fun colorful cartoon style packaging, new flavors every Sunday.

Source: nerdynuts.com*

Jif

Brand Archetype: Everyman

Positioning: Original, dependable, all American brand

Differentiator: Low price point, and historic market presence (founded 1962),

"That Jif'ing Good" *

"The Peoples Peanut Butter"*

Source: jif.com*

Overview of Competitors

Fun Flavors	✓	✓	✓	✗	✓
Focus on Health	✓	✓	✗	✗	✓
No palm oils	✓	✗	✗	✗	✓
No added sugar	✓	✓	✗	✓	✓
Inexpensive	✗	✓	✗	✓	✗

Recap of Competitor's Positioning

Caregiver

Caregiver

Jester

Everyman

Recommended Positioning Strategies for Saratoga Peanut Butter

Positioning 1:
Focusing on Fun

Positioning 1: Key Message

Saratoga Peanut Butter is a company that puts a fun, flavorful twist on classic peanut butter bringing excitement to every meal without compromising on health. Satisfy your cravings with a large variety of high-quality, playful options.

Positioning 1: Tagline

"Get Nutty with Flavor"

Positioning 1: Why?

How does this positioning differentiate from competitors?

- Bridges the gap between healthy and fun
- Engaging visual appeal that stands out
- Flavor variety allows it to be used as ingredient in healthy meals

Why will this positioning work?

- No other peanut butter is both healthy and "fun" allows Saratoga Peanut Butter to establish its own unique niche in the market
- Millenials (target demographic) more likely to purchase from brands that blend "the fun with the functional" *

Source: Mintel.com*

Creatives

Visual One

Making Healthy Meals Fun
Get Nutty with Flavor

saratogapeanutbutter
Making Healthy Meals Fun
Get Nutty with Flavor
9,311 likes
Saratoga Peanut Butter: With our uinique Peanut Butters you can enhance any meal with fun flavors.

Visual Two

Making Healthy Meals Fun
Get Nutty with Flavor

saratogapeanutbutter
Making Healthy Meals Fun
Get Nutty with Flavor
9,311 likes
Saratoga Peanut Butter: With our uinique Peanut Butters you can enhance any meal with fun flavors.

Visual Three

Positioning 2:
A Healthy Alternative

Positioning 2: Key Message

Saratoga Peanut Butter is made without palm oil or added sugars, making it the perfect **healthy** go-to for everyone!

Positioning 2: Why?

How does this positioning differentiate from competitors?

- Saratoga Peanut Butter provides a healthy alternative to other brands
- Competitors such as Nerdy Nuts, Justin's, and Jif use palm oil

Why will this positioning work?

- 50% of Americans say that they are actively trying to eat healthier, especially Millennials and Gen X*
- 54% of Americans say that compared to 20 years ago, people pay more attention to eating healthy foods today**

Source: World Economic Forum* Pew Research Center**

Positioning 2: Tagline

"Small Batch, Big Health"

Creatives

Visual 1

Small Batch...
no palm oil
no added sugars
offered in organic, creamy and crunchy
classic peanut butter
Big Health!
Saratoga
PEANUT BUTTER COMPANY
Plain Jane
CREAMY
Old Fashioned Peanut Butter
NET WT. 16 OZ (1 LB.) (453g)

Visual 2

Small Batch...
no palm oil
no added sugars
pure, natural goodness
banana raisin flavor
Big Health!
Saratoga
PEANUT BUTTER COMPANY
Monkey Boy
Banana Raisin Peanut Butter
NET WT. 16 OZ (1 LB.) (453g)

Visual 3

Small Batch...
no palm oil
no added sugars
white chocolate and blueberries
paired up with Sal Vulcano!
Big Health!
Saratoga
PEANUT BUTTER COMPANY
Hey Babe
NET WT. 16 OZ (1 LB.) (453g)

Conclusion

The Challenge: Find a brand personality for Saratoga Peanut Butter that differentiates it in an already oversaturated market.

The Competition: Competitors all seem to focus on one thing each, with some presenting themselves as fun and others as healthy.

Brand positioning #1, Focusing on Fun: Emphasizes Saratoga Peanut Butter's fun flavors that put a twist on traditional peanut butter.
"Get Nutty with Flavor"

Brand positioning #2, A Healthy Alternative: Focuses on the healthy benefits of the brand and the flavor variety. Tells consumers that they can get healthy variety in their peanut butter.
"Small Batch, Big Health"

Thank you!

Sources

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